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February 5, 1946

Information Case Report No. 18

Annual Report

Subject: Annual Report, "Teamwork Wins--Maryland Agriculture--1944."

Source: J. T. Kangas, Agricultural Information, Maryland Extension Service.

Edition: 3,000; about 2,500 copies have gone out.

Background: "Formerly the annual report of the Extension Service in Maryland was an 80-page, 6-by-9 bulletin of the standard format giving in detail, project by project, or subject by subject, the accomplishments of the year. During the war years when paper was scarce, this was reduced to a 40-page, 6-by-9 bulletin and the mailing list was restricted to about 1,500." (The new report is a 16-page 8-by-10 $\frac{1}{2}$ booklet.)

New vs. Old: "Mr. Snyder, who did most of the work on this new bulletin as well as the earlier ones, has agreed with Dr. Symons that the new style is definitely to be desired. We all feel sure that the more sprightly format and content will make the report attractive enough to its variety of readers so that they will dip into its contents more thoroughly than they did in previous years. It is not only more of a pleasure to prepare such a bulletin, but we feel sure that it gets the Extension Service message to many more people than the old form did."

Mailing: "No letters of transmittal were used. The introductory note on page 2 was made to point out the change which otherwise might have been stressed in the letter of transmittal."

The report was sent to a varied mailing list, which included the Governor and State officers, officers and directors of agricultural organizations, school superintendents and principals, various U.S.D.A. agencies, United States Congressmen and Senators from Maryland, Maryland libraries and newspaper editors, college libraries, extension directors, and many others.



